

Mass BizWorks

MODULE I TRAINING AGENDA

ETR Framingham

June-July 2014



Welcome

Presenter: Ken Messina



Mass BizWorks Overview

Presenters: Ken Messina & Maddrey Goode



Business Services Roles & Relationships

Presenters: Andrea Kingman, Jacquie McLellan and Sue Whittaker

- * Four Primary Roles for Business Staff
- * Building Relationships with the Business Community

BREAK



Business Outreach

Presenters: Hari Narayanan, Gayle Sommer, Janice Weekes

- * Tips, Tools & Tactics
- * Target Marketing & Account Management
- * Marketing Best Practices



Business Services Goals & Measurements

Presenters: Lisa Brown, Tom McDonough, Eric Nelson, Maureen Schumacher

- * (Re) Defining Business Services
- * Collecting Information and Ensuring Business Satisfaction

LUNCH



Business Systems Development & Metrics

Presenter: Joe Mello

- * Systems Development
- * Revised Employer Services in MOSES
- * BSR Activities

BREAK



Mass BizWorks Resources

Presenter: Ken Messina

- * Guide and Cards



Final Thoughts & Evaluation

Presenter: Ken Messina